

**Providence Tourism Council  
Minutes to Board of Directors Meeting  
November 29, 2006**

**Attendance:**

**Present: Paul Brooks, Jim McCarvill, Kibbe Reilly, Matt Montgomery, Jeff Pitt, Eric Churchill, Bela Teixeira, Jack McConnell (arrived late – after # 3 on the agenda)**

**Also Present: Susann DellaRosa, Lynne McCormick, Martha Sheridan, Susan DeBlasio, Kristen Adamo, Terry Gallagher, Barnaby Evans.**

**Call to Order:**

**Councilor Paul Brooks called the meeting to order in the absence of the chairman. Special thanks to the Marriot Providence for providing a great meeting room and lunch for the Board and its guests.**

**Approval of Minutes:**

**The minutes of the August 17, 2006 meeting were unanimously approved upon motion and second.**

**Presentation by Barnaby Evans of Waterfire**

**Barnaby Evans was invited to present on the incredible success of Waterfire as a huge tourist attraction for Providence. A discussion took place about the benefits of Waterfire to the tourism business in Providence. The PTC has routinely supported Waterfire and anticipates continuing to do so in the future.**

#### **Grants Committee:**

**Paul Brooks informed the PTC of the actions taken by the Grants Committee at its last meeting.**

**The PTC was notified that the following grants were approved as Fast-Track Grants by the Committee:**

- 1. Gallery Night (for marketing) - \$5000**
- 2. Festival of Tress - \$5000**

**The Grants Committee recommended approving \$25,000 to Bright Night for the PTC's budgeted "Opportunities Fund" for New Years Eve Fireworks. Upon motion and second, the PTC unanimously approved this allocation.**

**The Grants Committee postponed a grant request from Trinity Rep for marketing seeking further information from them on the success of last year's program. Chairman McConnell recused himself on this**

**matter.**

### **Finance Report:**

**Ms. DellaRosa reported on the finances of the PTC and handed out a balance sheet for the end of fiscal year 2006 and for year-to-date. She also reported that the financial accounting firm had a draft report of its compilation of PTC finances for 2004 and 2005 and Treasurer McCarvill requested time to review it. It will be presented to the PTC at the next meeting. Ms. Della Rosa also reported on the need to terminate the PTC's old 401(k) plan and action on this was deferred to the next meeting.**

### **Report by Lou Hammond & Associates**

**Terry Gallagher of Lou Hammond & Associates reported on the fabulous public relations program his office has undertaken in conjunction with the PWCVB to promote Providence and he presented some plans for the coming calendar year.**

### **Report on Branding Process**

**Mr. Brooks reported that the branding of Providence process was well under way. An RFQ had been sent out and responses were coming in. The PTC will be involved throughout this process.**

**Old Business:**

**None**

**New Business:**

**None**

**Adjournment:**

**Upon motion and second the meeting was adjourned.**